

I. COURSE DESCRIPTION:

1. This introductory course examines the application and management of Marketing in the Canadian and Global marketplace. Students will explore the primary elements of the Marketing mix (Product, Price, Promotion, and Place); how to utilize the elements of the Marketing mix to create value for the customer, and how to satisfy consumer needs. The study of Marketing will expose students to current trends in the Canadian and Global marketplace. Students will gain the knowledge of how to create customer value, develop customer relationships and sustain profitability for a business through the efforts of Marketing.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the CICE student, with the help of a Learning Specialist, will demonstrate the basic ability to:

1. Define marketing and understand the process of creating and capturing customer value.
Potential Elements of the Performance:
 - Define marketing and outline the steps in the marketing process
 - Understand the importance of understanding customers and the marketplace.
 - Identify the five core marketing concepts
 - Identify the key elements of a customer-driven marketing strategy.
 - Identify strategies for creating value for customers.
 - Recognize the major trends that are changing the marketing landscape.
2. Understand marketing strategy and where marketing really begins.
Potential Elements of the Performance:
 - Understand company-wide strategic planning and its four steps.
 - Recognize marketing's role in strategic planning and how marketing works to create and deliver customer value.
 - List the elements of a customer-driven marketing strategy.
 - List the functions of marketing management.
 - Understand the importance of measuring and managing the return on marketing investment.

3. Describe marketing and society: social responsibility and marketing ethics

Potential Elements of the Performance:

- Identify the major social and ethical criticisms of marketing.
- Identify the major regulators of marketing in Canada.
- Recognize how environmental sustainability issues and the “green” movement affect marketing strategies.
- Understand the principles of socially responsible marketing.
- Recognize the role of ethics in marketing.

4. Analyze the marketing environment.

Potential Elements of the Performance:

- Define the environmental forces that affect a company’s ability to serve its customers.
- Understand how changes in the demographic and economic environments affect marketing decisions.
- Identify the major trends in the natural and technological environments.
- Understand the key changes in the political and cultural environments.
- Recognize how companies can react to the marketing environment.

5. Managing Marketing Information.

Potential Elements of the Performance:

- Identify the importance of marketing information in gaining insights about customers.
- Define the marketing information system and discuss its parts.
- Identify the steps in the marketing research process.
- Understand how companies analyze and use marketing information.

6. Understand consumer and business behavior.

Potential Elements of the Performance:

- Understand the consumer market and the major factors that influence consumer buyer behavior
- Identify and discuss the stages in the consumer buying process.
- Define the business market and identify the major factors that influence business buyer behavior.
- List and identify the steps in the business buying –decision process.

7. Understand segmentation, targeting and positioning
Potential Elements of the Performance:
 - Define the major steps of designing a customer-driven marketing strategy.
 - List and discuss the major approaches for segmenting consumer and business markets.
 - Recognize how companies identify attractive market segments and choose a target marketing strategy.
 - Understand how companies position their products for maximum competitive advantage in the marketplace.

8. Product and brand strategy.
Potential Elements of the Performance:
 - Define the term product in the marketing sense.
 - List the major classifications of products and services.
 - Recognize the strategic decisions companies make regarding the marketing of their products and services.
 - Identify the four characteristics that make service marketing a special kind of product marketing.
 - Understand the concept of brand.

9. Pricing.
Potential Elements of the Performance:
 - Recognize the importance of understanding customer-value perceptions and company costs when setting prices.
 - Identify and explain the internal and external factors affecting pricing decisions.
 - Understand the major strategies for pricing products.
 - Recognize how companies determine a set of prices that maximizes profits.
 - Understand how companies adjust their prices to take into account the different types of customers and situations.

III. TOPICS:

1. Define marketing
2. Understand marketing strategy
3. Sustainable marketing, social responsibility and ethics.
4. Analyze the marketing environment
5. Manage marketing information
6. Consumer and business behavior
7. Segmentation, targeting and positioning
8. Product and brand strategy
9. Pricing

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Marketing: An Introduction, Canadian Fourth Edition, In-Class Edition,
Armstrong Kotler et. al., Pearson Canada, ISBN #978-0-13-254-984-4

Electronic textbook available at:

Gary Armstrong; Philip Kotler; Valerie Trifts; Lilly Anne Buchwitz,
Marketing: An Introduction, Fourth Canadian Edition,

http://www.coursesmart.com/9780131391109?_professorview=false&_instructor=1732366

V. EVALUATION PROCESS/GRADING SYSTEM:

Test #1: Chapters: 1, 2 & 3	34%
Test #2: Chapters: 4, 5 & 6	33%
Test #3: Chapters: 7, 8 & 10	33%
Total	100%

Supplementary Test:

There will be no individual re-writes of tests missed during the semester. If a student attends 80% of the classes during the semester, and has missed a test during the semester, he/she can request consideration for writing a supplementary test scheduled at the end of the semester. The supplementary test will be comprehensive, covering all of the learning outcomes of the semester. The grade achieved on the supplementary test will replace the zero grades issued for any missed test. Regular attendance is critical to the successful completion of the course.

The format and the content modification relative to exams will be proposed by the Learning Specialist and is subject to approval from the professor

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	0.00

CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field /clinical placement or non-graded subject area.
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

VI. SPECIAL NOTES:

Electronic devices used to record instruction are not allowed in the classroom with the exception of issues related to accommodations of disability. Formal accommodation documentation must be provided by the student from the Disability Services Department prior to requesting the recording of instruction.

Classroom Decorum:

Students will respect the diversity and the dignity of those in the classroom. Student will respect the professor's right and duty to teach and students' right to learn without interference. Students who cause any interference with the objectives of the class will be asked to leave the classroom.

If a student is asked to leave the classroom a second time, he/she must make an appointment with the Chair of the Business Department who will decide if the student will be permitted to return to class.

Students attending this class do so to study Introduction to Marketing; therefore, no other activity will be permitted. Student's who wish to engage in other activities will be asked to leave the classroom, as described above.

Cell Phones must be turned off during class time. If a student does not follow this policy they will be asked to leave the classroom.

It is the professor's intention to maintain proper classroom decorum at all times in order to provide the best possible learning and teaching environment.

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. ***It is the departmental policy that once the classroom door has been closed, the learning process has begun. Late arrivers will not be granted admission to the room.***

Students are expected to attend all scheduled classes. Attendance will be taken for each class on a sign in basis. In all cases, attendance of less than 80% of the scheduled classes is not acceptable.

Return of Students' Tests, Exams and Assignments:

Tests and assignments will be returned to students during **one of the normal class times**. Any student not present at that time must pick up his/her test or assignment at the professor's office within two weeks of that class. Tests and assignments not picked up within the two weeks will be discarded. End of semester tests and assignments will be held for two weeks following the end of the semester. If they have not been picked up within that two-week period, they will be discarded.

Students are required to retain their tests and assignments in the event that there is a disagreement with the mark received and the mark recorded by the professor. If the student is not able to present the test/assignment in question, the professor's recorded mark will stand.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.

CICE Modifications:**Preparation and Participation**

1. A Learning Specialist will attend class with the student(s) to assist with inclusion in the class and to take notes.
2. Students will receive support in and outside of the classroom (i.e. tutoring, assistance with homework and assignments, preparation for exams, tests and quizzes.)
3. Study notes will be geared to test content and style which will match with modified learning outcomes.
4. Although the Learning Specialist may not attend all classes with the student(s), support will always be available. When the Learning Specialist does attend classes he/she will remain as inconspicuous as possible.

A. Tests may be modified in the following ways:

1. Tests, which require essay answers, may be modified to short answers.
2. Short answer questions may be changed to multiple choice or the question may be simplified so the answer will reflect a basic understanding.
3. Tests, which use fill in the blank format, may be modified to include a few choices for each question, or a list of choices for all questions. This will allow the student to match or use visual clues.
4. Tests in the T/F or multiple choice format may be modified by rewording or clarifying statements into layman's or simplified terms. Multiple choice questions may have a reduced number of choices.

B. Tests will be written in CICE office with assistance from a Learning Specialist.***The Learning Specialist may:***

1. Read the test question to the student.
2. Paraphrase the test question without revealing any key words or definitions.
3. Transcribe the student's verbal answer.
4. Test length may be reduced and time allowed to complete test may be increased.

C. Assignments may be modified in the following ways:

1. Assignments may be modified by reducing the amount of information required while maintaining general concepts.
2. Some assignments may be eliminated depending on the number of assignments required in the particular course.

The Learning Specialist may:

1. Use a question/answer format instead of essay/research format
2. Propose a reduction in the number of references required for an assignment
3. Assist with groups to ensure that student comprehends his/her role within the group
4. Require an extension on due dates due to the fact that some students may require additional time to process information
5. Formally summarize articles and assigned readings to isolate main points for the student
6. Use questioning techniques and paraphrasing to assist in student comprehension of an assignment

D. Evaluation:

Is reflective of modified learning outcomes.